

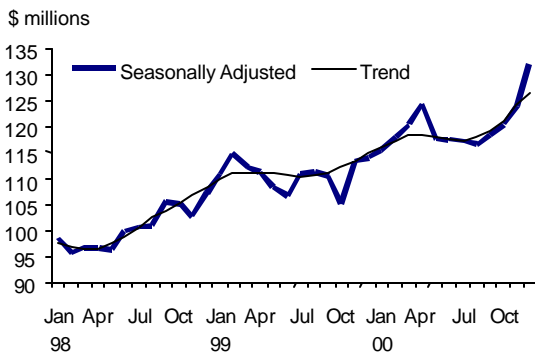
## Tourism Sector Monitor ♦ April 2001

### Highlights

#### Room revenue

In **December**, room revenue (seasonally adjusted) in BC climbed 6.8% to \$132.3 million. Revenue was up in all regions of the province. The Mainland/Southwest region recorded the largest increase, rising 9.3% from November. The Northeast also experienced strong revenue growth (+8.6%), while the Kootenay region posted the smallest gain (+1.4%).

#### Room Revenue on the rise



**Table 1. Room Revenue\* Summary**

Accommodation Type			
	Dec. 00 (\$000)	Nov. 00 (\$000)	% change
Total	132,250	123,847	6.8
Hotels	101,311	94,572	7.1
Motels	15,298	15,333	-0.2
Other Acc.	15,170	13,215	14.8
Regions (Top 3 performers)			
Main-land/Southwest	78,691	71,967	9.3
Northeast	2,802	2,580	8.6
Cariboo	3,821	3,636	5.1

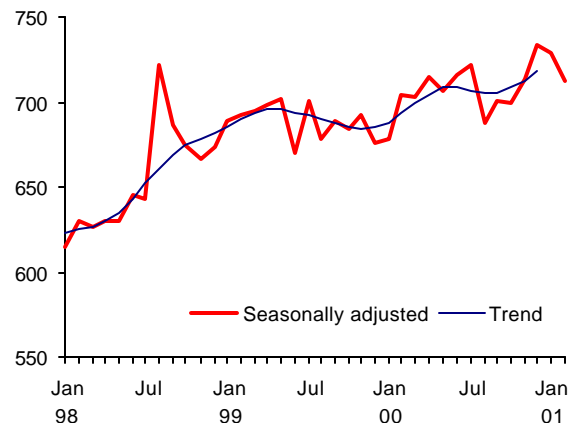
\*Seasonally adjusted room revenue

#### Visitor entries

International traveller entries fell (-2.3%) in **February** (seasonally adjusted), reaching 713,200.

#### Visitor entries continue to fall

Entries—seasonally adjusted (thousand)



After five months of increases, overseas entries fell (-9.7%) in **February**.

#### Other indicators

In **February**, restaurant, caterer and tavern receipts were \$389.1 million, 10.0% higher than the same month in 2000.



# Tourism Trends

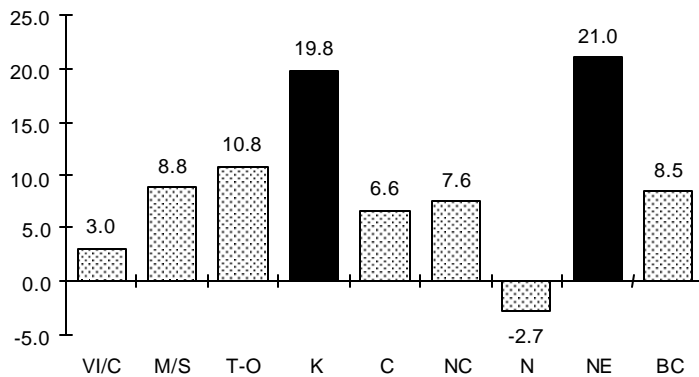
## Room Revenue

In December, room revenue increased by 6.8% to \$132.3 million. All regions saw growth in revenue with the Mainland/Southwest region showing the largest gain (+9.3%). The Northeast region came in second, with 8.6%. Room revenues in the Kootenay region rose the least (+1.4%) after large gains in October (+5.3%) and November (+9.1%).

Total room revenue rose by 8.5% in 2000 to \$1.44 billion. The Northeast (+21.0%) and Kootenay (+19.8%) regions performed particularly well. The Northeast's strong performance may be due to increased activity in the oil patch. The Nechako region was the only region that saw a decrease in its revenues, which fell 2.7%.

**Note:** All comparisons for "Tourism Trends" are seasonally adjusted unless stated otherwise. All comparisons are to the previous month except where noted.

Year 2000 percent growth



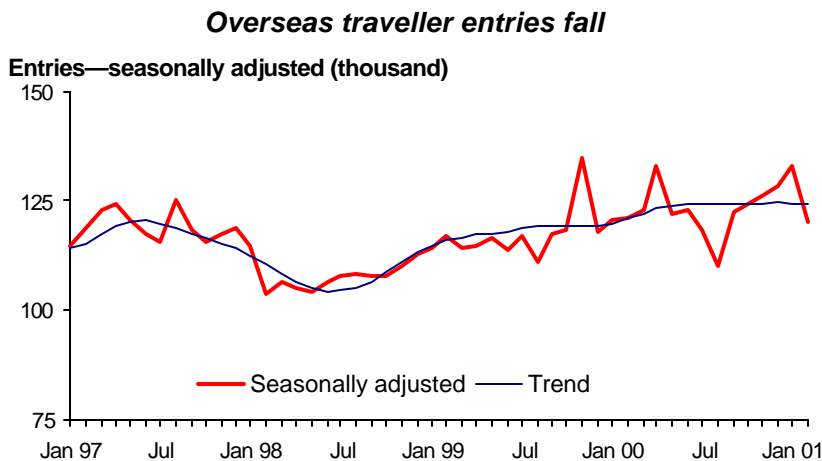
The Kootenay and Northeast regions outperformed the rest of the province in 2000.

- |                                      |                              |
|--------------------------------------|------------------------------|
| <b>VI/C = Vancouver Island/Coast</b> | <b>NC = North Coast</b>      |
| <b>M/S = Mainland/Southwest</b>      | <b>N = Nechako</b>           |
| <b>T-O = Thompson-Okanagan</b>       | <b>NE = Northeast</b>        |
| <b>K = Kootenay</b>                  | <b>BC = British Columbia</b> |
| <b>C = Cariboo</b>                   |                              |

## Visitor Entries

International traveller entries to British Columbia fell for the second month in February (-2.3%, seasonally adjusted) after reaching an all-time one-month high of 736,500 in December. Total entries from the United States dropped 2.6%, largely caused by the decline in same-day visits (-3.1%).

A reduction (-9.7%) in overseas entries to British Columbia occurred ending five months of growth. Visitor entries from Asian and Oceania countries were each down 5.2% and entries from Europe fell by 2.6%.



*Visitor entries continue to fall in February.*

After showing an increase in January, the number of Canadians returning from other countries via BC dropped by 4.1% in February. There was also a 7.7% decrease in same-day automobile travel to the United States, counteracting the 7.6% increase in January.

*Canadian travel decreases.*

**Table 2. Traveller Entries (seasonally adjusted)**

	Feb-01	Jan-01	% chg from Jan-01
	('000)	('000)	Jan-01
<b>American visitors</b>			
Total	608	624	-2.6
Same-day	287	296	-3.1
Overnight	304	306	-0.7
<b>Overseas visitors</b>			
Total	120	133	-9.7
Europe	40	41	-2.6
UK	18	18	-2.1
Asia	62	66	-5.2
Japan	24	24	1.7
Taiwan	10	12	-10.6
Oceania	11	12	-5.2
<b>Canadian re-entries</b>			
Total	762	794	-4.1
From overseas	74	76	-3.1
From US same-day auto	451	489	-7.7

*(BC STATS & Statistics Canada)*

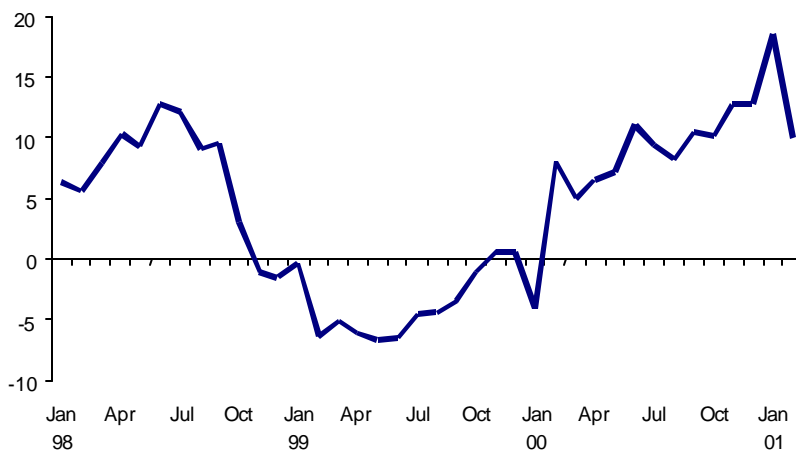
### Other Tourism Indicators

Revenue in the food and beverage industry once again showed an increase in February (+10.0%) compared with the same period last year. Food service contractors contributed to this gain with growth of 27.1%. There was only a marginal (0.1%) rise in tavern receipts. Revenues have seen year-over-year increases for the past thirteen months.

*Revenues in the Food and Beverage industry continue to rise over last years' values.*

### Food & beverage services outperforming last year

Year-Over-Year Percent Change



**Table 3. Other Tourism Indicators**

	Reference period	Total	Change from year ago
<b>Hotel Industry</b>			
Occupancy rate	Feb-01	54.9%	1.4 pp.
Average room charge	Feb-01	\$119.38	6.6%
<i>(Pannell Kerr Forster)</i>			
<b>Airport Passengers</b>		<b>(000s)</b>	<b>(%)</b>
<b>Vancouver International Airport</b>			
Total traffic	Dec-00	1,201	2.9
US	Dec-00	309	5.9
Other International	Dec-00	248	3.8
Canada	Dec-00	644	1.2
<i>(YVR)</i>			
<b>Victoria International Airport</b>			
Total traffic	Feb-01	84	1.3
<i>(Victoria Airport Authority)</i>			
<b>Restaurant Receipts</b>		<b>(\$ millions)</b>	<b>(%)</b>
Full service	Feb-01	210	15.8
Limited service	Feb-01	121	0.5
Drinking places	Feb-01	25	0.1
<i>(Statistics Canada)</i>			
<b>Transportation</b>		<b>(000s)</b>	<b>(%)</b>
<b>Coquihalla Highway</b>			
Passenger Vehicles	Jan-01	101	8.9
<i>(Ministry of Transportation &amp; Highways)</i>			
<b>BC Ferries</b>			
Vehicle Volume	Feb-01	485	-2.0
Passenger Volume	Feb-01	1,195	-2.2
<i>(BC Ferries)</i>			
<b>Exchange Rates</b>		<b>Cdn \$</b>	<b>Change from year ago</b>
US \$	Mar-01	1.559	0.098
UK Pound	Mar-01	2.251	-0.057
Japanese Yen	Mar-01	0.013	-0.001
Australian \$	Mar-01	0.784	-0.106
<i>(Statistics Canada)</i>			